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The Fourth Estate

Vol. 10, No. 1, Spring 1986, Department of Journalism Western Kentucky University



Former student shares in Pulitzer

By SCOTT COUCH

Winning a Pulitzer Prize is something most photographers dream of at one time or another, but few ever achieve.

Western graduate Todd Buchanan is one of the few.

Buchanan, a staff photographer for The Register in Orange County, Calif., won a share of a Pulitzer in news photography for coverage of the 1984 Summer Olympic Games in Los Angeles.

Because the Pulitzer committee terms anything using more than three photographers a staff prize, the committee made their award to The Register's photo staff. "Making the award to the entire staff wasn't as individual as some of us might have liked, but it was great for morale," Buchanan said.

Buchanan, one of The Register's youngest photographers, contributed a unique photograph of American cyclist Alexi Grewal winning a race. What's more, he did it without credentials approved through the Olympic Organizing Committee.

To get credentials from the organizing committee, which would allow a photographer access to the coliseum where most events were held, you had to apply nearly a year in advance. "The number of credentials available was extremely limited," Buchanan said.

He said that in Moscow and at previous Olympics, as many as 800 credentials were available for photographers. But in Los Angeles, organizers made available only 452. Of those 452, The Register was approved for only three.

Because he joined The Register's staff only six months before the games, Buchanan said, he wasn't able to get credentials and had to rely on his resourcefulness to gain access to many events. This meant buying tickets, and Buchanan said that was no easy task. "Just getting tickets to the things was an experience in itself," he said.

Buchanan's award-winning shot was



Todd Buchanan poses with the lens used to take his winning picture.

Journalism department's four sequences face either accreditation or reaccreditation. **Page 2.**

Terry Vander Heyden tells about his being named Yearbook Adviser of the Year. **Page 3.**

See FORMER, Page 8

Department's programs face accreditation

By MACK HUMPHREYS

After months of preparing for the journalism department accreditation team, acting Department Head Jim Highland thinks it will be a fruitful visit.

But he's still worried.

"If you put everything in this department in terms of priority," Highland said, "reaccreditation in journalism and photojournalism and accreditation in public relations and advertising is the single most important thing."

The news-editorial and photojournalism sequences have been accredited for five years; this is the first time public relations and advertising have tried for accreditation. The five-person team will be here Feb. 18-21 to examine each sequence.

The prestige associated with the honor attracts students, Highland said. But "equally important is the economic association with it."

Certain types of scholarships and grant money aren't available to students who don't attend an accredited journalism school. Also, some contests, such as the William Randolph Hearst writing competition in which Western has been quite successful recently, is only open to accredited programs.

Four days may seem a short time for the team to rate the department, but "they know what they're looking for," Highland said. "They'll do a thorough job."

Thorough is the word. The journalism department will be evaluated on 13 standards — including alumni opinion, departmental budget, curriculum and minority recruitment.

A student's required classes must be 75 percent liberal arts and 25 percent journalism to meet the guidelines. The team will also call graduates to ask them how Western's program prepared them for the working world.

The team will also be speaking to students in two meetings, and associate professor Jim Aussenbaugh is in charge of getting students for those meetings.

Students will be asked questions regarding the level of their journalism knowledge and what they think they are getting out of the program, Highland said.

Highland is confident about Western's chances. "They're evaluating us on the terms of what we say in our mission statement," which says the department prepares students for entry-level jobs.

"We have people flat-out standing in



Gary Hairison/Public information

Gott awarded

Doug Gott (center), a junior journalism major from Hopkinsville, is presented a \$2,500 check by William J. Long (right), local Sears Roebuck Co. manager, to cover expenses for the Sears Congressional Internship which Gott received earlier. Acting journalism department head James Highland (left) looks on. Gott is now serving as a legislative liason with a U.S. representative from Oklahoma.

line for our graduates," he said. "We just don't have anybody; our senior class is placed."

The high demand for Western graduates reflects the structure of the journalism program, Highland said. "We're professional in nature, and we want to keep it that way because our credibility depends

on our ability to place graduates in jobs.

"There are flaws in every program," he said, "but I don't think in our case any of them are fatal."

Humphreys is a junior journalism major from Mayfield, Ky.



Terry Vander Heyden said he's happy to have won his national award.

Gary Clark/Fourth Estate

Yearbook adviser wins national award

By LISA JESSIE

"Great."

That's the one word that Western's *Talisman* adviser Terry Vander Heyden used to describe his feelings about being named Yearbook Adviser of the Year.

"It's real nice," he said. "The thing that is so special is that it's given by my peers across the nation."

After being nominated for the honor, the awards committee for College Media Advisers selected Vander Heyden, who has been *Talisman* adviser for five years.

Vander Heyden said a knowledge of printing and production processes, and capabilities and limitations of students make a good adviser.

For students who want to work on the *Talisman* staff, Vander Heyden said he looks for "No. 1 — a good, positive attitude. Skills can be taught, but that (attitude) seems to be something some students don't have."

He also looks for dedication and a sense of responsibility. He added that he thinks a

person who wants to write for the yearbook also has "to have a sound background in all facets of journalism."

Vander Heyden has no trouble with any of those things — his background speaks for itself.

He began his career working at The Pulaski County Journal, a weekly newspaper in Winemack, Ind., with the official title of advertising manager. Actually, he said, he was the entire department, proofreader and delivery man.

From there, he worked on a daily, the Michigan City News Dispatch in Michigan City, Ind., as a general assignment reporter and feature writer.

Then, Vander Heyden took his experience and education to the classrooms, where he taught English and journalism at Angola High School in Indiana and Quincy High School in Illinois.

Before coming to Western, he was publications adviser at Northeast Missouri State University and worked at a graphics studio in Chicago, Ill.

At Western, Vander Heyden teaches

print design, current issues in media and basic reporting. He said he enjoys teaching because he likes working with students, "especially in a department with the stature of Western's journalism department."

The South Bend, Ind., native has a bachelor's degree in journalism from Ball State University and master's degree in communications art from the University of Notre Dame. He is working on his doctorate at Vanderbilt University and expects to be finished in August or next fall.

While the degree is his immediate goal, Vander Heyden has a few other things he would like to do also. He said he has a couple of books he wants to write, and he wants to return to writing some short stories and plays, which are his hobbies.

"I'd like to spend the summers as a reporter or copy editor" for a daily newspaper, he said. "It would be fun."

Jessie is a sophomore journalism major from Shepherdsville, Ky.

Publications host press day for 14th year

By CARLA HARRIS

For the 14th year, high school students from around the state traveled to Western for High School Press Day.

Nearly 450 students from 23 high schools arrived at Garrett Center on Oct. 11, 1985, to learn about journalism — everything from writing a yearbook feature to designing a newspaper layout.

Three 40-minute sessions, lasting from 9:45 a.m. to noon, were taught by students and faculty from the publications office. Each session contained presentations from four areas of journalism: newspaper, advertising, yearbook and photography.

Sandy Smith, editor for the Talisman, Western's yearbook, talked about interviewing and feature writing for the yearbook.

"We just tried to cover points we'd seen from looking at high school yearbooks," the Lawrenceburg sophomore said. "We tried to cover the problem areas."

Feature stories in high school yearbooks are often too short and predictable, she said.

"The academic sections, for example, often read like a course catalog," she said. "And the organizations section is usually the goals and purposes of the clubs."

"We tried to encourage them to find new angles."

Besides serving as an introduction to college journalism for high school students, press day is a great recruitment tool for the journalism department, said Jo Ann Thompson, administrative secretary of the publications office. She has been at Western for 10 years.

"That and our workshops are where we do our heavy recruiting," she said.

Coming to press day also makes high school advisers less nervous about calling the publications office at other times, Thompson added.

"We get calls all the time about equipment or where we buy certain kinds of press-on letters," she said. "It makes it easier if the adviser can say, 'I came to press day, and I was wondering if you could help me.'"

Thompson said the office staff calls all Kentucky high schools every three years to update their files for press day.

The weeks-long process "is a hassle," she said, "but it's well worth it."

Harris is a sophomore journalism major from Louisville, Ky.



(Above) Steve Thomas (left), a Tompkinsville senior, and Mark Edelen, a Springfield senior, talk to students about proper interviewing techniques during the annual High School Press Day at Western Oct. 11, 1985. (Right) Mack Humphreys, a Mayfield junior, teaches a session on feature writing. Nearly 450 students from 23 high school attended the conference. This was the 14th consecutive year that University Publications has sponsored the event.

Photos by Kathy Forrester/Fourth Estate



Clubs and organizations have outstanding year

By STEVE THOMAS

1985 was a banner year for clubs and publications in the journalism department.

The Talisman yearbook was awarded a national Pacemaker for the second consecutive year by the Associated Collegiate Press.

The award was presented to the yearbook staff during ACP's annual convention Oct. 31 through Nov. 3, 1985 in Dallas, Texas.

The Talisman yearbook has now won the All-American Award for the past 10 years and more national awards than any other yearbook in the United States.

The College Heights Herald was also one of 14 four-year colleges in five regions to receive a regional Pacemaker. This was the fifth consecutive year the Herald received the award. Penn State, Ball State and Western were the three regional winners in the east division.

The Herald failed to win another national Pacemaker, which it has won three of the last five years.

By receiving a five-star All-American rating for the 16th straight semester, the Herald qualified for Pacemaker competition, and the Herald's string of con-

secutive All-American ratings now extends over 25 semesters, or 12 years.

The Herald finished second last year in the William Randolph Hearst Foundation writing awards. Louisiana State University won the competition. Craig Dezern, a Louisville senior, finished first in the national writing competition in San Francisco.

Western's Kelly Thompson Chapter of the Public Relations Student Society of America was named the nation's most outstanding chapter. The club received \$500 at the 1985 PRSSA National Conference in Detroit.

Western's chapter, which is advised by Dr. Robert Blann, has won seven national awards, more than any other university in the United States. These include four chapter service awards, the university service award and the chapter development and district awards.

Chapter activities at Western for PRSSA include doing sports promotion for the Lady Toppers basketball team, promoting the university's Fine Arts Festival, coordinating the Bowling Green Magazine and assisting the American Cancer Society.

Thomas is a senior from Tompkinsville, Ky., with a double major in journalism and history.

This is a list of some recent graduates and where they are now.

Advertising majors

- Richard Bansemer — Newspapers Printing Corp. in Nashville, Tenn.
- Rebecca Earls — North Warren Observer
- Susan Hofsass — Franklin Favorite
- Nancy Lebkuecher — Maybelline in Nashville, Tenn.
- Mark Mahagan — Kentucky Business Ledger in Louisville
- Tracy Mattingly — Northwestern University in Evanston, Ill.

Public relations majors

- Harry Abell — Golden-Farley in Bowling Green
- Melissa Buckley — airline stewardess in Nashville
- Tina Combs — Vanderbilt Law School
- Kristen Reeder — Keller-Crescent in Evansville, Ind.
- Michael Wallace — traveling consultant for Lambda Chi Alpha fraternity
- Dreama Walton — WKCT-WDNS radio in Bowling Green

■ Palisa Williams — graduate student at Western

■ Patricia Robertson — Capital Arts Center in Bowling Green

Journalism majors

- Wanda Ballard — University of Kentucky Law School
- Michael Collins — Kentucky Post in Covington
- Christy Drucker — Messenger-Inquirer in Owensboro
- Carroll Knicely — Pineville Sun
- Bernard Korotkin — Grayson Co. News Gazette
- Jamie Morton — Columbia News in Tennessee
- Steven Paul — Myrtle Beach Sun in South Carolina
- Jeff Drucker — University of Louisville sports information office

Photojournalism majors

- Michael Collins — Leaf Chronicle in Clarksville, Tenn.
- Mary Ann Lyons — The Courier-Journal in Louisville



Gary Clark/Fourth Estate

Corban Goble teaches press history, basic reporting, and journalism and society at Western.

Goble happy with life as teacher

By JACKIE HUTCHERSON

When Corban Goble turned 40, he decided to change his life.

The Berea native enrolled in graduate school at the University of Kentucky in 1971 and taught a newswriting class part time.

In 1972, he enrolled in a doctoral program at Indiana University. "I still have my dissertation to do," he said with a laugh.

And after working for his hometown newspaper, the Berea Citizen, for about 20 years, Goble and his wife, Harriet, packed their bags last summer and moved to Bowling Green. He now teaches journalism and society, basic reporting and press history at Western.

At 55, this is Goble's first full-time teaching job.

Goble began his college career at Berea College, but there were no journalism

classes. So he gained experience supervising the Citizen, a 3,000-circulation weekly paper.

Now that he has spent a semester at Western, he has had time to adjust to life in a larger college town.

"I think Western is a place that grows on you," Goble said. "I'm familiar with it now. I like the kind of students Western has here."

Teaching full-time has brought new challenges to Goble, such as giving quizzes.

"When I gave the first quiz in my journalism and society class," he said, "a student said, 'I wonder what the exams are like?'"

"My expectations now are not to lay quite so much on the students at one time," Goble said.

By teaching the same classes for a second semester, Goble is more relaxed with instructing.

"There is less scurrying around before class," he said. "I was busy last fall trying to get assembled and prepping for class."

With the same class schedule, Goble has also made friends with some of his students.

"I have developed a special kinship with some of the students I have had in class before. It helps to have some of the same students in class again."

Goble is pleased to be teaching in the journalism department.

"I'm comfortable with the curriculum," he said. "This is a highly-oriented program in print media. The people do high quality work here."

As for the future?

"My intention is to be here and be of service to the department," Goble said. "That is my long-term view."

Hutcherson is a sophomore journalism major from Paducah, Ky.



Tim Brookema/Fourth Estate

Gotcha

Jonathan Newton, of Louisville, a December graduate of Western, shoots a picture of a fruit salesman during the annual WKU Upper Cum-

berland Region Mountain Workshop last October. The workshop was held in Edmonton, Ky., with about 18 students and six professionals attending.

Western's students impress Quinn

By TODD TURNER

"I quit," informed the note stashed in the typewriter.

"Oh, you won't quit," the managing editor of The Toledo Blade had told Paula Quinn just the day before — but she did.

When she felt she wasn't learning anything anymore at the Blade, she asked for the newspaper's port beat so she could use some creative story ideas. Her managing editor thought it was a man's job.

So Quinn left.

"I'm still regarded as something of a hero around there," said Quinn, one of the new journalism instructors hired this year at Western.

She teaches basic reporting, newspaper editing, and editorial and feature writing.

She chose Western over three other uni-

First, she was looking for "beautiful surroundings" she couldn't find in the flatlands of Ohio or a cold Michigan. The impressive student publications and high academic standards at Western also encouraged her to settle in Bowling Green.

She said she is impressed with Western's "down-to-earth" journalism students. Their professional attitudes and willingness to learn are particularly noteworthy, she added.

Quinn did her undergraduate work at Wayne State University in Detroit, graduating in 1970. After about 3½ years at the Blade, Quinn went to the University of Toledo for a master's degree; she received a doctoral degree in Nineteenth Century American Romanticism from there in 1979.

Before coming to Western, she taught at Adrian College in Michigan and wrote advertising copy as a freelancer.

The mother of two — Ivan, 9, and Claire, 6 — has been divorced for 2½ years.

They're both going to be journalists," Quinn said, adding that she thinks Ivan might be leaning toward public relations.

"They think VDTs are the best thing since sugar cereal," she said, smiling under her asymmetrical hairstyle.

Quinn said she would like to have the chance to travel and write, illustrating her own stories with photos. She said she is also interested in supplementing her job as a summer internship supervisor at a large metropolitan paper.

"I really love to teach, and I really love to write," she said. "As long as I can continue to do both of those, I'll be happy."

Turner is a Louisville, Ky., sophomore with a double major in journalism and history.

Former student shares in Pulitzer

— Continued from Front Page —

the first ever published using Canon's new FD 1200mm F/5.6 lens, a super-fast telephoto lens. "I was a quarter of a mile away when I took the shot of Grewal," he said.

"The lens was magnificent. It had great optics, a lot like a telescope," Buchanan said. Canon finished production of the \$30,000 lens only a few weeks before the Olympics. "They made five especially for coverage of the games," Buchanan said.

"Having such a great lens allowed me a great deal of flexibility," he said. "I set up on a hillside near the finish line to get my shot." The competition was stiff, he explained, and he had to scout in advance to get the spot.

A four-member jury of professionals made nominations for the Pulitzer Prize during deliberations at Columbia University in late 1984. Each juror could recommend up to three finalists per category.

Now 24, Buchanan started his photography career while he was still in high school in Iowa City, Iowa. After working on the school's newspaper and yearbook staff, he knew right away what

he wanted to do when he went to college: "I wanted to learn to take better pictures."

Buchanan attended workshops at a few other schools, but decided on Western because he was impressed with the photography program here.

"I'd seen yearbooks from Western while I was in high school," he said, "and I decided if that's where they taught you how to take pictures like the ones in those yearbooks, then that's where I was going."

While in college, Buchanan was named College Photographer of the Year as a senior, and interned at National Geographic magazine; the Des Moines (Iowa) Register; the Advertiser Tribune in Tiffin, Ohio; and The Courier-Journal and The Louisville Times.

Buchanan attributes his success, at least in part, to the broad liberal arts education he got at Western. "You need a fairly broad base of knowledge in order to know the news behind the story you're shooting," he said. He said he tries to read a lot because it helps him to broaden his horizons.

But after you've won a share of a Pulitzer, what's waiting on the horizon? Bu-

chanan said he hopes his latest accomplishment isn't his ultimate mark on the photography industry. "You've got to constantly set goals for yourself," he said.

His new goal is to work for National Geographic again.

"They're extremely organized," he said. But even that has its drawbacks. "A job like National Geographic's would certainly mean that fewer of your pictures would be published. It wouldn't be a daily-publishing-type thing."

Awards will become more important later, Buchanan said. "For now, I just want to build my skills in my daily work."

Still, an individual Pulitzer would be a "great encore" to the joint prize, Buchanan said, and he wouldn't mind winning Newspaper Photographer of the Year.

But "you have to be persistent and dedicated," he said, "because it's that extra little bit that helps."

Couch is a junior journalism major from Glasgow, Ky.

Western gets club for black journalists

Reprinted by permission from the College Heights Herald.

By LAURA SULLIVAN

A campus chapter of the National Association of Black Journalists (NAJB) has identified 30 to 40 potential members, said Dr. Paula Quinn, faculty adviser of the group.

About 20 students attended the chapter's first meeting Dec. 10. LaMont Jones Jr., an Owensboro sophomore majoring in journalism, is president; Sam Upshaw, a Louisville junior majoring in photojournalism, is vice president.

Among goals outlined by Jones and Up-

shaw in the chapter's constitution are the creation of sensitivity to racism and minority needs in the student media.

"If people of other countries who have never seen or met a black person were to read America's newspapers and watch American television," Jones said, "they would have a very poor, narrow and inaccurate view of the black American."

"Institutionalized racism" is a problem in every communications medium, Jones said.

The chapter also will seek scholarships for minority students in Western's journalism program.

The chapter has established a program

to attract noted black journalists to speak at Western.

Mervin Aubespain, associate editor of The Courier-Journal and The Louisville Times, was the organization's first speaker Dec. 10.

Full chapter membership is open to black and international students enrolled in the journalism department. Associate membership is open to advertising, broadcasting and public relations students.

Sullivan is a freshman journalism major from Frankfort, Ky.

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